

**A STUDY ON EMPLOYEES QUALITY OF WORK
LIFE IN THE REAL ESTATE SECTOR**

Richa Sharma¹

Research Scholar

Department of Management

The IIS (Deemed to Be University), Jaipur

richasharma26994@gmail.com

Dr. Sandeep Vyas²

Associate Professor

Department of Management Studies

ISIM, Jaipur

sandyv3075@gmail.com

Dr. Bharti Sharma³

Associate Professor

Department of Management Studies

ISIM, Jaipur

drbhartisharma25@gmail.com

Abstract

Quality in the workplace is a reflection of how eagerly we look forward to going to work every morning, how enthusiastically we shoulder the responsibilities assigned to us, how deeply we feel committed to the organisation, how strong is our sense of belonging to our workplace, how much we value our job performance and to what extent we see it as important for our self-esteem, and, finally, how much pride we take in our work. The degree to which workers enjoy and are comfortable at work is referred to as Quality of Work Life (QWL). It's about the pleasant and comfortable working environment that exists inside the company. The term "work circumstance" refers to the job's substance as well as its setting. QWL also refers to the level of pleasure that individuals obtain from their jobs in both their professional and personal lives. Employees are a company's most valuable asset. Human resource management becomes critical for organisations to expand and stay sustainable in today's competitive environment. Without a question, human capital is the driving force behind all of the accomplishments. It affects the real estate industry as well. This area has seen explosive development in Delhi/NCR, with companies reaching new heights. None of it would have been feasible if not for the individuals involves tireless efforts. The purpose of this research is to get a better understanding of the QWL of workers in this industry and to examine their perceptions of the different QWL metrics used in this industry.

Keywords: Quality of work life, pride in work, human capital, real estate

INTRODUCTION

Good work life quality has emerged as a sine qua non for great job performance in today's work culture, which is defined by cutthroat competition. Organizations that promise to deliver high-quality work environments are expected to have an advantage over their competitors. Quality of Work Life (QWL) is a work-organization approach that allows all levels of an organization's members to actively shape the organization's environment, procedures, and results. This value-based method aims to achieve the dual objectives of increased profitability for businesses and better employee quality of life at work. The favorableness or unfavorability of a workplace environment for employees is referred to as QWL. The scientific management philosophy, which formerly focused primarily on specialisation and efficiency, has experienced a radical transformation. In recent years, the notion of QWL has grown in popularity. It essentially discusses how an organisation may assure an employee's overall well-being rather of merely concentrating on work-related factors. It is a truth that an individual's life cannot be divided into compartments, and that any disruption in one's personal life will have an impact on one's work life, and vice versa. As a result, businesses have begun to concentrate on their workers' general growth and enjoyment, as well as decreasing their stress levels, without endangering the company's financial health. 'Real estate' is described as "property consisting of land and structures on it, as well as natural resources such as crops, minerals, or water," according to Wikipedia. The real estate industry has recently seen a surge in the economy. The demand for real estate is expanding, resulting in higher profit margins and more competition. Behind every prospective real estate success storey is a real estate employee who works relentlessly to provide meaning and reality to other people's ambitions, but at what cost? Aiming to comprehend the quality of work life of all these dream-weavers, particularly in Jaipur, an endeavour was undertaken. The property market in Delhi/NCR continues to thrive, resulting in fierce rivalry among realtors and builders to produce the best industrial and commercial property in Jaipur. Despite advancements in communications and internet technology, estate agents must be on their toes 24 hours a day, seven days a week. Agents and brokers in the real estate industry often work more than the minimum 50 hours per week. They are expected to work late into the evenings and on sometimes on weekends. They must be available at all times to meet the needs of customers. On the plus side, most agents and brokers have the freedom to choose their own schedules, despite the lengthy and frequently erratic hours, they may profit from flexi-timings in this manner.

REVIEW OF LITERATURE

In their research 'Investigating the Relationship between Quality of Work Life and Organizational Commitment Amongst Employees in Malaysian Firms,' Normala and Daud (2010) argue that if employers want to enhance employee job satisfaction and commitment, they should pay greater attention to the QWL. In his paper 'Quality of Work Life: A Human Values Approach,' Datta (1999) stated that, in a broader sense, quality of work life refers to an individual's quality of life in their work setting, whether commercial, educational, cultural, religious, or charitable. The modern world is an organisational society. People spend the majority of their life in organisations. As a result, the significance of work-life quality is undeniable. Efraty and Sirgy defined QWL in terms of 'need satisfaction' (1990). They formalised this notion in subsequent study work, defining QWL as the fulfilment of a wide range of employee demands via resources, activities, and results that arise through workplace engagement. Taylor (1977) defined QWL as the sum of two very important job components: extrinsic job variables such as salaries, hours, and working conditions, and intrinsic job aspects such as the nature of the work itself. He went on to say that the notion of meaningful Quality of Work Life varies from company to company and by employee group. Quality of Work Life was linked by Mirvis and Lawler (1984) to contentment with earnings, hours, and working circumstances, and the main components of a good QWL were characterised as a safe work environment, fair wages, equal employment possibilities, and prospects for promotion. Job satisfaction, job participation, work role ambiguity, work role conflict, work role overload, job stress, organizational commitment, and turnover intents were highlighted by Baba and Jamal (1991) as typical indications of QWL. Bertrand and Scott (1992) discovered that external or structural alterations were important for improvements in QWL, but that enhanced relationships between supervisors and subordinates mattered equally for the intended result in their research 'Designing Quality into Work Life.' Walker (1992) emphasized the need of improving the work environment in order to meet the demands of employees. He also stated that developing a team and cultivating a feeling of ownership among workers will not only assure employee happiness, but also lead to increased productivity and performance. Singh (1983) conducted his research at Indian chemical and textile firms that were striving to enhance QWL by reorganising work and using participatory management. The subject of absenteeism rates in textile industries was the focus of Bhatia and Valecha's research in 1981. They proposed that, in order to minimise absenteeism, more

focus should be dedicated to improving QWL. Sinha, D. (2013) discovered a substantial and positive link between QWL and job satisfaction in her research paper titled 'A Comparative Study of Quality of Work Life & its Effect on Job Satisfaction on the Employees of Public & Private Sector Banks.' In comparison to private-sector banks, public-sector banks had greater levels of both QWL and job satisfaction.

OBJECTIVES&RESEARCHMETHODOLOGY

The study's main goal was to better comprehend the idea of Workplace Quality of Life. Furthermore, an effort was made to investigate respondents' perceptions of QWL based on different demographic aspects, to comprehend the concerns of a lack of Quality of Work Life, and to offer solutions to enhance the Quality of Work Life of real estate personnel.

The descriptive research strategy was used for this study because it is definitive. A questionnaire with two parts was used to obtain primary data. Section A dealt with the respondents' demographic characteristics, whereas Section B included seventeen items relating to the respondents' agreeability with the QWL measures on a five-point Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." Secondary data was gathered from QWL-related journals, periodicals, and other publications. It was additionally augmented with material from different books, websites, and other sources. The study's objective was to employ non-probability convenience sampling. A total of 150 people were included in the study. Employees in the real estate business in Jaipur made up the majority of the respondents. MINITAB-14 was used to examine the data with the use of mathematical and statistical methods.

DATA ANALYSIS&FINDINGS

Table 1DemographicprofileoftheRespondents

Parameters	Category	Frequency (N)	Percentag e
Gender	Female	60	40%
	Male	90	60%
Age	18-30	84	56%
	30-40	54	36%
	40-50	12	8%
Designation	Manager	15	10%
	Salesexecutive	54	36%
	Administrative	81	54%

	Staff		
Qualification	Matriculation	18	12%
	Intermediate	54	36%
	Graduation	54	36%
	Post-Graduation	24	16%

From table 1, it can be seen that 60% employees in the real estate sector were males while 40% respondents were females. It again points out a very prevalent social notion that real estate is male-dominated. Youngsters are more interested in real estate. According to this study, 56% respondents were in the age group of 18-30 years, which shows the attractiveness of real estate among youngsters, 36% respondents belonged to the age bracket 30-40 years, while only 8% respondent were in the senior age group (40-50 years), which shows very few people can survive in the long term in real estate. It could also be the case of very tedious and competitive nature of the job, because of which people prefer to explore other avenues after gaining some experience. Most of the respondents were from administrative staff (54%), followed by sales executives (36%) and managers (10%). It was found that only 16% respondents were post-graduates while 36% each were graduates and intermediates. In all it can be concluded that comparatively fewer respondents were from the higher-education bracket.

Table 2 Descriptive statistics of QWL

Parameters	Values
Mean	49.22
S.E Mean	0.829
St. deviation	5.836
Minimum	35.00
Q1	46.00
Q3	54.00
Maximum	59.00

Table 2 exhibits that the mean QWL score is 49.22, signifying that the respondents mean score of QWL is towards the lower side. Had it been above 51, it could be said that QWL is higher in real estate sector. The standard deviation is .829. Quartile 1 is 46 that means 25% respondents have QWL score of less than 46. Q3 score of 59 signifies that only 25% respondents have QWL score above 54, 75% have it below 54. The maximum score of QWL is 59 while the minimum is 35.

Table3AverageQWLonthe basisofDemographicvariables

Parameters	Categories	Mean	ST.Deviation
Gender	Female	50.900	4.919
	Male	48.900	6.944
Age	A	49.571	6.137
	BC	48.333	5.224
		50.750	7.676
Designation	Manager	48.000	5.701
	Sales	50.333	6.278
	executiveAdministrative	48.704	5.710
	staff		
Qualification	Matriculation	48.667	6.532
	Intermediate	50.278	4.390
	Graduation	48.889	7.646
	MBA	40.000	0.000
	Post-graduation	49.143	2.610

From Table 3, it was found that there was not much difference in the mean values of QWL acrossvarious demographic variables. The perception of female employees towards QWL was slightlybetter than their male counterparts. In terms of age, respondents belonging to 40-50 age group hadthe highest mean QWL score, i.e., 50.33, mean QWL score of sales executives was better than thatof managers and administrative staff, though not very significantly high. Respondents with 10+2qualification had the highest mean QWL scores in terms of qualification while MBA graduates hadthelowestmean QWLscore(40.00).

Table5Agreeableness towardsvariousmeasuresofQWL

S. No	Statement	SA (%)	A (%)	ND (%)	D (%)	SD (%)
1	Satisfactionwithsalary	14	6	20	26	34
2	Autonomyinwork	22	18	24	16	20
3	Flexibleworkinghours	28	16	16	30	10
4	Wishforlong-termassociationwiththe Organization	0	8	22	32	20
5	Recognitionofcontribution	14	12	14	36	24

6	Challengingnatureofjob	34	26	14	26	0
7	Merit-linkedpromotion	16	20	24	36	4
8	Training&development	36	22	28	12	2
9	Effectonfamilylifeduetoworkload	26	8	30	16	20
10	Overtimeallowances	44	24	16	14	2
11	Safetyprovisions	14	18	32	16	20
12	Frequencyoftraining	48	18	16	16	2
13	Satisfactionwithsupervision	18	14	30	26	12
14	Skillidentification&utilization	14	16	20	30	20
15	Opportunitytoapplyskills	22	18	34	16	10
16	Superior-subordinaterelationship	6	18	16	34	26
17	OverallQWL	24	18	12	34	12

According to percentage analysis (Table 5), the majority of workers were dissatisfied with their pay, resulting in a high turnover rate in the real estate industry. Sixty percent of employees were completely unsatisfied with their company's wage structure. In terms of work autonomy, 40% stated they had it, while 36% said they were not allowed to execute their jobs freely. Employees in the real estate industry are constrained by a strict work environment. 40 percent of respondents claimed they didn't have flexible work hours, while 44 percent said they did because of the nature of their jobs. Sixty percent of respondents said their contributions were undervalued in their workplace. When it comes to training and development possibilities, 58 percent of respondents said their companies provide it. In terms of achieving a work-life balance,

Excessive workload has a detrimental impact on 34 percent of respondents' family lives, while 68 percent of respondents believe their overtime has been adequately rewarded. In terms of worker safety, 44% of respondents said that there were inadequate safeguards in place for construction employees. It was crucial since the government has established extremely strict safety standards for workers. During the research, it was shown that 38% of the respondents were dissatisfied with the supervision. Employee abilities were not appropriately recognised or exploited, according to 50 percent of respondents. The interpersonal interactions between employees and supervisors were deemed unsatisfactory by 60% of respondents. In terms of overall QWL in the real estate industry, 42% of respondents thought it was excellent, while 46% said it was bad. Based on the above observations and

conclusions, it can be concluded that the real-estate industry has a lot of room for development in terms of QWL.

It was apparently discovered that change should be mirrored in mutual trust and confidence in order to effectively grasp the demands of both workers and employers. In the sectors of technology and management, the new generation of knowledge-based workers are largely young. They are hesitant to put their faith in their superiors or elder colleagues. Despite the breaking down of conventional work structures, there is still a long way to go in moulding companies to meet the demands and wants of this new generation employees. In their profession, they need greater freedom and autonomy. Employers find it difficult to accept all of these young workers' requirements and provide them permanent roles until they have shown their value. Employees are put under a lot of psychological strain as a result of this, and their lives are marked by a clear contradiction between their work and personal lives. All of this means that the worker will have less and less time for hobbies, family, and leisure time to pursue their own interests in general. Flexibility in the workplace is becoming more crucial for both businesses and workers. When it comes to resolving disagreement, a strong match between individuals' personal and professional duties may go a long way.

MANAGERIALIMPLICATION&CONCLUSION

The majority of employees were unsatisfied with their salary, according to percentage analysis (Table 5), resulting in a significant turnover rate in the real estate business. Sixty percent of workers were fully dissatisfied with the pay structure at their workplace. In terms of job autonomy, 40% claimed they had it, while 36% said they weren't permitted to do their duties on their own. Employees in the real estate business operate in a highly regulated environment. Because of the nature of their occupations, 40% of respondents stated they didn't have flexible work hours, while 44% said they did. Sixty percent of those polled thought their efforts were underappreciated at work. When it comes to opportunities for training and development, 58 percent of respondents indicated their workplaces provide it. Excessive workload has a negative influence on 34 percent of respondents' family lives, whereas 68 percent say their overtime has been sufficiently compensated in terms of attaining a work-life balance. When it comes to worker safety, 44% of respondents believe there are insufficient protections in place for construction workers. It was critical since the government has created very stringent workplace safety regulations. During the study, it was discovered that 38% of respondents were unsatisfied with their supervisors. According to 50% of

respondents, employee skills were not properly recognised or utilised. Sixty percent of respondents found interpersonal connections between workers and managers to be unpleasant. Overall, 42 percent of respondents said the real estate industry's QWL was outstanding, while 46 percent thought it was poor. Based on the above observations and findings, it is clear that the real estate business has a lot of opportunity for growth in terms of QWL.

It was supposedly established that in order to properly comprehend the expectations of both employees and employers, change should be reflected in mutual trust and confidence. The next generation of knowledge-based professionals is predominantly young in the fields of technology and management. They are wary of putting their trust in their superiors or senior coworkers. Despite the dismantling of traditional labour arrangements, corporations still have a long way to go in shaping themselves to satisfy the expectations and desires of this new generation of workers. They need more independence and autonomy in their career. Employers struggle to meet all of these young employees' needs and provide them with permanent positions until they have shown their worth. As a consequence, employees are placed under a great deal of psychological stress, and their lives are distinguished by an obvious conflict between work and home life. All of this implies that the worker will have less and less time for hobbies, family, and leisure time in general. Flexibility in the workplace is becoming more important for both employers and employees. When it comes to settling conflicts, a solid match between personal and professional responsibilities may go a long way.

LIMITATIONS

Perfection is a desired goal, but it is seldom achieved. There are several limitations to this research as well. The first is the small sample size and geographical restrictions. If a representative sample from throughout India had been taken, the image of the situation would have been considerably clearer. This research is based on respondents' perceptions, and it is generally recognised that human nature is just too complicated to forecast and evaluate. There's also the potential that the respondents didn't reply completely truthfully. Other than the data from the questionnaire, researchers have made appropriate attempts to neutralize these constraints to the greatest possible degree by adding opinions and views of top managers, employees, their own observations, secondary literature, and so on.

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